

Rep Order# 9816423 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 09/11/2012 12:59 PM
Last Received: 09/11/2012 12:19 PM
Showing Buylines: All Lines

1 of 2

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product BROWN 4 SENATE
Estimate#
Buyer MIKE DETTORE
Phone#
Fax#

Agency () SHORR JOHNSON MAGNUS
1831 CHESTNUT ST #602
PHILADELPHIA, PA 19103
Agency C/P1/P2/E
Flight Dates 09/12/2012 - 09/17/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. T&R

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	W-F,M	7A-8A	EARLY SHW	:30	\$125.00	09/12-09/17	4 P3	1	4	\$500.00	
	2	W-F,M	630A-7A	NEWS	:30	\$450.00	09/12-09/17	4 P2	1	4	\$1,800.00	
	3	W-F,M	8A-9A	EARLY SHW	:30	\$125.00	09/12-09/17	4 P3	1	4	\$500.00	
	4	W-F,M	6P-630P	NEWS	:30	\$900.00	09/12-09/17	4 P2	1	4	\$3,600.00	
	5	W-F,M	7P-730P	INSIDE	:30	\$850.00	09/12-09/17	4 P2	1	4	\$3,400.00	
	6	W-F,M	730P-8P	ET	:30	\$850.00	09/12-09/17	4 P2	1	4	\$3,400.00	
	7	W-F,M	1135P-1235A	LETTERMAN	:30	\$250.00	09/12-09/17	4 P3	1	4	\$1,000.00	
	8	W-M	11P-1135P	NEWS	:30	\$800.00	09/12-09/17	6 P3	1	6	\$4,800.00	
	9	W-F,M	9A-10A	DRS	:30	\$120.00	09/12-09/17	1 P3	1	1	\$120.00	

---REPORT TOTALS---

Rep Order# 9816423 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 09/11/2012 12:59 PM
Last Received: 09/11/2012 12:19 PM
Showing Buylines: All Lines

2 of 2

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product BROWN 4 SENATE
Estimate#
Buyer MIKE DETTORE
Phone#
Fax#

Agency () SHORR JOHNSON MAGNUS
1831 CHESTNUT ST #602
PHILADELPHIA, PA 19103
Agency C/P1/P2/E
Flight Dates 09/12/2012 - 09/17/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

Report Totals: 35 / \$19,120.00

---SALES MONTHLY TOTALS---

Sep 12: 35 / \$19,120.00
Sales Totals: 35 / \$19,120.00
Station Totals: 35 / \$19,120.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$77,409	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPO	28%
		WKRC	24%	WLWT	33%	WSTR	0%	WXIX	13%		

Books null
Demos RA35+

ORDER

Orders	Order / Rev:	55690
	Alt Order #:	09816423
	Product Desc:	BROWN 4 SENATE
	Estimate:	
	Flight Dates:	09/12/12 - 09/17/12
	Original Date / Rev:	09/11/12 / 09/11/12
	Order Type:	GENERAL

Agency	Name:	Shorr Johnson Magnus
	Buying Contact:	
	Billing Contact:	
		1831 Chestnut Street
		Philadelphia, PA 19103

Advertiser	Name:	Sherrod Brown for Senate
	Demographic:	A35+
	Product Codes:	US Senate
	Priority:	P-2
	Revenue Codes:	AGY, POL-CAND, GEN

Bill Plan	Totals
1	1
2	2
3	3
4	4
5	5
6	6
7	7
8	8
9	9
10	10
11	11
12	12
13	13
14	14
15	15
16	16
17	17
18	18
19	19
20	20
21	21
22	22
23	23
24	24
25	25
26	26
27	27
28	28
29	29
30	30
31	31
32	32
33	33
34	34
35	35
36	36
37	37
38	38
39	39
40	40
41	41
42	42
43	43
44	44
45	45
46	46
47	47
48	48
49	49
50	50
51	51
52	52
53	53
54	54
55	55
56	56
57	57
58	58
59	59
60	60
61	61
62	62
63	63
64	64
65	65
66	66
67	67
68	68
69	69
70	70
71	71
72	72
73	73
74	74
75	75
76	76
77	77
78	78
79	79
80	80
81	81
82	82
83	83
84	84
85	85
86	86
87	87
88	88
89	89
90	90
91	91
92	92
93	93
94	94
95	95
96	96
97	97
98	98
99	99
100	100

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/17/12	35	\$19,120.00	\$16,252.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC				
			Start Of Order - End Of Order	100%

Order Share	Share	Total
Local 12 WKRC-TV	24%	\$19,120.00
Market	100%	\$79,666.67

Competitive Share	Share	Total
EKRC	0%	\$0.00
UNKNWN	2%	\$1,593.33
WCPO	28%	\$22,306.67
WLWT	33%	\$26,290.00
WSTR	0%	\$0.00
WXIX	13%	\$10,356.67

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKRC	09/12/12	09/17/12	CBS This Morning CBS Morning News	CM	7:00 AM-8:00 AM (7:00 AM-8:00 AM)	M-WTF--	:30	4	\$125.00	P-2	0.00	NM	4	\$500.00
EARLY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
	Week:	09/12/12	09/18/12	M-WTF--	4	\$125.00	0.00								
E 2	WKRC	09/12/12	09/17/12	6a Good Morn Cincinnati 6a Good Morn Cincinnati	CM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	M-WTF--	:30	4	\$450.00	P-2	0.00	NM	4	\$1,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
	Week:	09/12/12	09/18/12	M-WTF--	4	\$450.00	0.00								
E 3	WKRC	09/12/12	09/17/12	CBS This Morning CBS Morning News	CM	8:00 AM-9:00 AM	M-WTF--	:30	4	\$125.00	P-3	0.00	NM	4	\$500.00
EARLY SHW															

Advertiser: Sherrod Brown for Senate

Sherrod Brown for Senate

09816423

Product Desc:	BROWN 4 SENATE
---------------	----------------

Local 12 WKRC-TV

09/12/12 - 09/17/12

Estimate:

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
E 3	WKRC	09/12/12	09/17/12	CBS This Morning CBS Morning News	CM	8:00 AM-9:00 AM	M-WTF--	:30	4	\$125.00	P-3	0.00	NM	4	\$500.00	
EARLY SHW																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
	Week:	09/12/12	09/18/12	M-WTF--	4	\$125.00	0.00									
E 4	WKRC	09/12/12	09/17/12	6p Local 12 News at SixCM 6p Local 12 News at Six	CM	6:00 PM-6:30 PM	M-WTF--	:30	4	\$900.00	P-2	0.00	NM	4	\$3,600.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
	Week:	09/12/12	09/18/12	M-WTF--	4	\$900.00	0.00									
E 5	WKRC	09/12/12	09/17/12	M-F 7p-730p M-F 7p-730p	CM	7:00 PM-7:30 PM	M-WTF--	:30	4	\$850.00	P-2	0.00	NM	4	\$3,400.00	
INSIDE																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
	Week:	09/12/12	09/18/12	M-WTF--	4	\$850.00	0.00									
E 6	WKRC	09/12/12	09/17/12	M-F 730p-8p M-F 730p-8p	CM	7:30 PM-8:00 PM	M-WTF--	:30	4	\$850.00	P-2	0.00	NM	4	\$3,400.00	
ET																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
	Week:	09/12/12	09/18/12	M-WTF--	4	\$850.00	0.00									
E 7	WKRC	09/12/12	09/17/12	Letterman Letterman	CM	11:35 PM-12:35 AM	M-WTF--	:30	4	\$250.00	P-3	0.00	NM	4	\$1,000.00	
LETTERMAN																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
	Week:	09/12/12	09/18/12	M-WTF--	4	\$250.00	0.00									
E 8	WKRC	09/12/12	09/17/12	11p M-Su Local 12 NewsCM 11p M-Su Local 12 News 11	CM	11:00 PM-11:35 PM	M-WTFSS	:30	6	\$800.00	P-3	0.00	NM	6	\$4,800.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
	Week:	09/12/12	09/18/12	M-WTFSS	6	\$800.00	0.00									
E 9	WKRC	09/12/12	09/17/12	M-F 9a-10a M-F 9a-10a	CM	9:00 AM-10:00 AM	M-WTF--	:30	1	\$120.00	P-3	0.00	NM	1	\$120.00	
DRS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
	Week:	09/12/12	09/18/12	M-WTF--	1	\$120.00	0.00									
														Totals	35	\$19,120.00